

PRESS INFORMATION

R-M Automotive Refinish – December 2013

R-M® signs a partnership contract with the Créapole Design School

The marriage of design and colour for the vehicles of tomorrow



R-M has just signed a partnership contract with the prestigious Parisian Créapole Design school. This contract concerns students from the Transport Design and Mobility department, who one day, are likely work with the leading French, European, or even global car manufacturers.



Cyril Randuineau, Co-Director of the Transport Design and Mobility department - Alec Moran, Co-Director of the Transport Design and Mobility department - Philippe Huet, R-M National Sales Manager



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A powerful concept which combines R-M, design and automotive refinish paint

If there is an employment sector promising a wide range of opportunities, it is design, where the objective is to unite motivation and emotion, practical spirit and aesthetics, while taking into account fashion trends. Like the designer, the automotive refinish painter does his job, striving to make the end result more interesting than perhaps the job itself: using curves, colours, sparkle and gloss while incorporating the latest trends.



With this partnership, the designer and the painter will work together as a passionate and professional duo that while getting down to basics, will maintain a perfect balance to create automotive concepts designed to work in the long term within the economic and environmental realities of today's world.

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The car world loves design... and design loves innovating for the car world

Though they have been impressed by the announcement of the Créapole and R-M partnership, student designers have been able to benefit from inspirational meetings with R-M trainers and technicians, in the brand new Clermont de l'Oise training centre.

Vincent, a student in his 4th year of Transport Design and Mobility, explains: "Before, we had to take care of things ourselves, we had to go and see car body designers and ask them to do us a favour as regards our projects, but most of the time, you had to pay. As all car body designers do not use products of the same quality, we did not all have the same interpretations either, and in the end it was really, well.... more or less successful!"

Cyril Randuineau, Co-Director of the Transport Design and Mobility department, admits to us his shared and communicative passion, for design and cars: "I was convinced from the start, because I knew that R-M was a solid partner and very professional. At the moment of my first meeting with R-M trainers, before the students arrived, I had prepared two raw clay models to see how the process would work. These are ideal working conditions; all you need for beautiful finishing is within easy reach. Also, we have available several types of paints, with different effects, particularly the CARIZZMA range which can give you creative ideas that are a bit more "crazy" and "punchier".



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Geoffroy, a student in his 4th year, also gave us his thoughts: "It's huge! We are in a real factory, which is impressive technologically and impressive contemporarily".

The colour trends of tomorrow: green tones are on a roll

The collection of current trends recommended by R-M experts will be the guiding principle for the production and painting of 2014/2015 Créapole models. This trend of greens which since last year, the designers felt would come to fruition, seems to have been confirmed. After more than a decade, during which colourless shades like black, silver, white and, more recently, brown, were ever-present on the roads, finally the car landscape is rekindling its desire for colour.



R-M is in pole position regarding colourimetry. Mastering future trends, is the driving force behind an international team made up of colour experts from all over the world.

Xavier, a young student designer, in his 4th year said: "We knew about the world of colour, but by coming here, we have been impressed by this huge palette of colours. We have been a bit stunned by what we have discovered. The colour variants allow us to create, practically with no limits!"

Créapole:

Créapole is a school of creation and management, situated in the heart of the capital for more than 30 years. It trains the creative talent of tomorrow in the major creative sectors - Fashion, Visual Communication, Product Design, Transport Design, Interior Design, Cinema Animation and Art/Design.

R-M:

R-M, a premium and innovative brand, is relentless in its objective add value to the career of painting, and automotive refinish painters appreciate that the quality of their work is recognised and judged as the work of an artist.

Thanks to this partnership, R-M maintains its desire to pass on its knowledge and experience to a passionate and creative set of young people, who will design the transport of tomorrow...

For Créapole, as for R-M, man is at the heart of the company and he is a unique and priceless source of creativity. A high-level partnership worth following!

R-M Automotive Refinish Paints: an important part of BASF Coatings

Under the R-M brand, BASF markets a comprehensive range of automotive refinishing paint systems, focusing on eco-efficient waterborne basecoats and high-solids paints. By using these systems all legal solvent-reduction requirements can be complied with anywhere in the world, and with regard to appearance and resistance, the products meet the same quality standards as solvent-borne paints. In this area, the company offers a wide variety of services to support its customers. R-M Automotive Refinish Paints is approved by most of the leading car manufacturers for aftermarket repair and chosen by the world's most prestigious car companies for its color expertise.

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